

IN THE CLAIMS

The claims as presented by the present response are set out below.

1. (currently amended) An offer and acceptance method comprising:

dynamically generating an offer for a product and/or service based on a revenue management policy, wherein the product and/or service is at least one of a perishable product and/or service and an underutilized product and/or service; and

pushing the offer to a customer via a wireless mobile device.

- 2. (original) The method as in claim 1, further comprising: receiving a customer request for the offer.
- 3. (original) The method as in claim 1, wherein generating the offer further comprises: using an intelligent agent to generate the offer.
- 4. (original) The method as in claim 1, wherein generating the offer further comprises: generating an offer package having a plurality of options.
- 5. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on customer profile.

6. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on customer preferences.

7. (original) The method as in claim 4, wherein generating the plurality of options further comprises:



generating the options based on a predicted behavior of the customer.

8. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on a customer's perceived value.

9. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

taking into consideration no-shows.

- 10. (currently amended) The method as in claim 1, wherein the generated offer is also based on the real-time location of the customer policy is generated using a revenue management policy.
- 11. (original) The method as in claim 1, wherein the policy is generated using heuristics.
- 12. (original) The method as in claim 1, wherein the policy is generated using an expert system.
- 13. (original) The method as in claim 1, wherein the policy is expressed in business rules.
- 14. Cancel.
- 15. (currently amended) The method as in claim 1 14, wherein dynamically generating the offer comprises:

using environmental parameters.

16. (original) The method as in claim 4, further comprising:

generating a plurality of offer packages, each offer package directed to a target customer/customers.



17. (original) The method as in claim 4, further comprising:

receiving a customer's selection; and updating a customer profile based on the selection.

18. (original) The method as in claim 1, further comprising:

negotiating the offer with a customer's intelligent agent.

19. (currently amended) An offer and acceptance apparatus comprising:

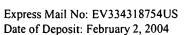
means for dynamically generating an offer for a product and/or service based on a revenue management policy, wherein the product and/or service is at least one of a perishable product and/or service and an underutilized product and/or service; and

means for pushing the offer to a customer via a wireless mobile device.

20. (original) The apparatus as in claim 19, further comprising:

means for a customer to request the offer.

- 21. (original) The apparatus as in claim 19, further comprising means for generating the policy coupled to the offer generating means.
- 22. (currently amended) The apparatus as in claim 19, wherein the generated offer is also based on the real-time location of the customer offer generating means further comprises: means for dynamically generating the offer.
- 23. (original) The apparatus as in claim 19 further comprising means to transmit the offer to the customer.
- (original) The apparatus as in claim 19, further comprising:means for the customer to negotiate the offer.



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25-43. Cancel.

44. (New) A server having one or more programs operational thereon for performing all or a portion of an offer and acceptance method, the method comprising:

dynamically generating an offer for a product and/or service based on a revenue management policy, wherein the product and/or service is at least one of perishable and underutilized; and

pushing the offer to a customer via a wireless handheld device.

- 45. (New) The server as in claim 44, wherein the method further comprises: receiving a customer request for the offer.
- 46. (New) The server as in claim 44, wherein generating the offer further comprises: using an intelligent agent to generate the offer.
- 47. (New) The server as in claim 44, wherein generating the offer further comprises:

 generating an offer package having a plurality of options.
- 48. (New) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on customer profile.

49. (New) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on customer preferences.

50. (New) The server as in claim 47, wherein generating the plurality of options further comprises:



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generating the options based on a predicted behavior of the customer.

51. (New) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on a customer's perceived value.

52. (New) The server as in claim 47, wherein generating the plurality of options further comprises:

taking into consideration no-shows.

- 53. (New) The server as in claim 44, wherein the policy is generated using heuristics.
- 54. (New) The server as in claim 44, wherein the policy is generated using an expert system.
- 55. (New) The server as in claim 44, wherein the policy is expressed in business rules.
- 56. (New) The server as in claim 44, wherein dynamically generating the offer comprises:

using environmental parameters.

- 57. (New) The server as in claim 47, wherein the method further comprises:

 generating a plurality of offer packages, each offer package directed to a target customer/customers.
- 58. (New) The server as in claim 47, wherein the method further comprises:

 receiving a customer's selection; and

 updating a customer profile based on the selection.
- 59. (New) The server as in claim 44, wherein the method further comprises:





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negotiating the offer with a customer's intelligent agent.

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